

Amendments to the Claims:

1. (Previously Presented) In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content;

substantially continuously providing the client device updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by a second server; and

receiving an indication to purchase the offering of the seller directly via the associate's web site based on input from the client device.

2. (Currently Amended) The method of claim 1, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site ~~content~~, comprises:

determining by at least one of the client device[[s]] and the first server device whether the content refers to variable data that is subject to modification by the second server.

3. (Original) The method of claim 1, wherein the providing step comprises:

transmitting executable code from the first server to the client device, wherein the executable code executing on the client device periodically establishes a communication link with the second server to receive any updates to variable data referenced in the content.

4. (Currently Amended) The method of claim 1, wherein the providing step comprises:

transmitting executable code from the first server to the client device, wherein the executable code executing on the client device comprises instructions for:

detecting conditions associated with the client device that indicate a need for updates to the variable data; and

requesting ~~generating the~~ updates to the variable data based on the detected conditions associated with the client device.
5. (Original) The method of claim 1, wherein the method further comprises:

providing, by the second server, an interface with a purchasing service.
6. (Previously Presented) The method of claim 1, wherein the providing step comprises:

narrowcasting at least a portion of the variable data; and

providing variable data that has been narrowcasted.
7. (Previously Presented) In a network comprised of a client device and at least two server devices, a method for providing real-time price information upon request, the method comprising:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content, and by the second server, variable data of the offering referenced in the content;

substantially continuously providing the client device any updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server; and

receiving an indication to purchase the offering of the seller directly via the associate's web site based on input from the client device.

8. (Original) The method of claim 7, wherein the providing step comprises:
transmitting executable code from the second server to the client device, wherein the executable code executing on the client device periodically establishes a communication link with the second server to receive any updates to variable data referenced in the content.

9. (Original) The method of claim 7 wherein the providing step comprises:
providing, by the second server, an interface with a purchasing service.

10. (Previously Presented) The method of claim 7 wherein the providing step comprises:

narrowcasting at least a portion of the variable data; and
providing variable data that has been narrowcasted.

11. (Previously Presented) A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at a first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content;

substantially continuously providing the client device updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server; and

receiving an indication to purchase the offering of the seller directly via the associate's web site based on input from the client device.

12. (Previously Presented) A computer-readable medium containing instructions for controlling a data processing system to perform a method for providing real-time price information, said method comprising the steps of:

receiving, at first server device from the client device, a request for content, wherein the content is contained in an associate's web site that includes an offering made by a seller, wherein the first server maintains the associate's web site, and wherein an associate is an entity other than the seller;

providing, by the first server to the client device, the associate's web site including the requested content, and by the second server, variable data of the offering referenced in the content;

substantially continuously providing the client device any updates to variable data of the offering referenced in the associate's web site, wherein the variable data of the offering is subject to update by the second server; and

receiving an indication to purchase the offering of the seller directly via the associate's web site based on input from the client device.

13. Cancelled.

14. Cancelled.

15. (New) The method of claim 1, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site, comprises:

detecting with the second server when a change in variable data has occurred; and

publishing updated variable data for the second server to at least one of the client device and first server.

16. (New) The method of claim 7, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site, comprises:

detecting with the second server when a change in variable data has occurred; and

publishing updated variable data for the second server to at least one of the client device and first server.

17. (New) The computer-readable medium of claim 11, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site, comprises:

detecting with the second server when a change in variable data has occurred; and

publishing updated variable data for the second server to at least one of the client device and first server.

18. (New) The computer-readable medium of claim 12, wherein substantially continuously providing the client device updates to variable data referenced in the associate's web site, comprises:

detecting with the second server when a change in variable data has occurred; and

publishing updated variable data for the second server to at least one of the client device and first server.